

I. Community Organizing Drive

A. Coalition Building

- 1) Stage 1: Initiate a local coalition with the following components:
 - a) Environmental organizations
 - i) **Active:**
 - ii) **Potential:**
 - b) Labor and worker organizations
 - i) **Active:**
 - ii) **Potential:**
 - c) Animal welfare groups
 - i) **Active:**
 - ii) **Potential:**
 - d) Local farmers and producers
 - i) **Active:**
 - ii) **Potential:**
 - e) Public health organizations
 - i) **Active:**
 - ii) **Potential:**
- 2) Stage 2: Formalize coalition
 - a) Create committee structure
 - b) Establish internal communications
 - c) Name coalition
 - d) Confirm leadership roles & decision-making process
 - e) Draft & vote on strategic plan
 - f) Allocate strategic plan components / tasks to existing committees and leaders
 - g) Develop shared goals and outcomes for campaign
 - f) Secure formal endorsements from active coalition partners
 - g) Develop external communications strategy
- 3) Stage 3: Building & sustaining the coalition
 - a) Develop Good Food Purchasing Program (GFPP) and food system education materials
 - b) Develop plan for coalition co-teaching / education
 - c) Establish “On-boarding Committee to assist and train new allies
 - c) Discern engagement plan for competing policy campaigns

B. Community Engagement

- 1) Stage 1: Public Outreach
 - a) Circulate White Paper and request ally presentations
(See section I A. 1 above)
 - b) Prepare organizational endorsement forms
 - c) Prepare petition forms
 - d) Conduct public outreach via strategic petitioning
- 2) Stage 2: Institutional Outreach
 - a) Identify supporters:

- i) within the institutions targeted for GFPP adoption
- ii) among the communities the institutions serve

C. Worker Engagement

- 1) Stage 1: Define scope of worker engagement
 - a) Identify food system workers at firms that currently supply food or could supply food to target / partner institutions.
 - b) Identify coalition members to assist with conducting outreach to food systems workers
- 2) Stage 2: Worker Outreach
 - a) Conduct leafleting and one-on-one meetings to recruit speakers and potential leaders.
- 3) Stage 3: Leadership Development
 - a) Train engaged workers in organizing and coalition-building and understanding what the GFPP is and how it works.
 - b) Establish worker-based GFPP committee
 - c) Develop a process for workers to participate in the monitoring and enforcement of the GFPP and insert it into the policy

II. Policy Maker Engagement

- A. Identify government and/or agency where GFPP can be adopted
 - 1) Stage 1: Analyze decision makers & target / partner institutions
 - a) Research political affiliations of institutional decisionmakers
 - b) Evaluate competing policy campaigns
 - 2) Stage 2: Select target /partnering institutions to approach
 - a) Present options and decide
- B. Identify a local leader to champion GFPP at their institution
 - Stage 1) Develop campaign materials for policy makers
 - a) Research, Write & Publish “White Paper”
 - b) Develop GFPP campaign materials, handouts
 - Stage 2) Delegations
 - a) Form and train delegation teams
 - Stage 3) Ask # 1 – Initial baseline assessment
 - a) Make initial ask from potential champions (either elected or appointed) requesting institutional cooperation by collaborating with the GFPP coalition to analyzing baseline compliance with GFPP
 - b) Coordinate with the Center for Good Food Purchasing for implementation and baseline assessments of appropriate agency
 - c) Prepare report on initial baseline review
 - Stage 4) Request Feasibility Study (funded by sponsor or the host institution

- C. Introduction of legislation or ordinance
 - a) Working with champion prepare strategy for engaging other decision makers
 - b) Hold public forums or hearings in GFPP
- III. Build Capacity to Sustain a Multi-Year Campaign
 - A. Develop, maintain and diversify funds
 - 1) Unrestricted Gifts & Support
 - a) Build expanding network of regional food justice advocates who can contribute to the campaign.
 - b) Hold GFPP fundraising events, on-line and in person
 - c) Identify businesses and non-profit organizations that may contribute or host fund raising events
 - 2) Identify foundations and apply for funding
 - B. Develop, maintain and diversify campaign volunteer / activist capacity
 - 1) Volunteer Training
 - a) Identify Food System & Food Justice Conferences and Trainings
 - 2) Establish food justice internship with local university